

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
24 February 2005 (24.02.2005)

PCT

(10) International Publication Number
WO 2005/017769 A1

(51) International Patent Classification⁷: G06F 17/30 Roderick [AU/AU]; 9/93 Wentworth Street, Randwick, NSW 2031 (AU).

(21) International Application Number: PCT/AU2004/001099 (74) Agents: COWLE, Anthony, John et al.; Davies Collison Cave, Level 10, 10 Barrack Street, Sydney, NSW 2000 (AU).

(22) International Filing Date: 17 August 2004 (17.08.2004)

(25) Filing Language: English (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(26) Publication Language: English

(30) Priority Data:
2003904446 19 August 2003 (19.08.2003) AU
2003904784 2 September 2003 (02.09.2003) AU

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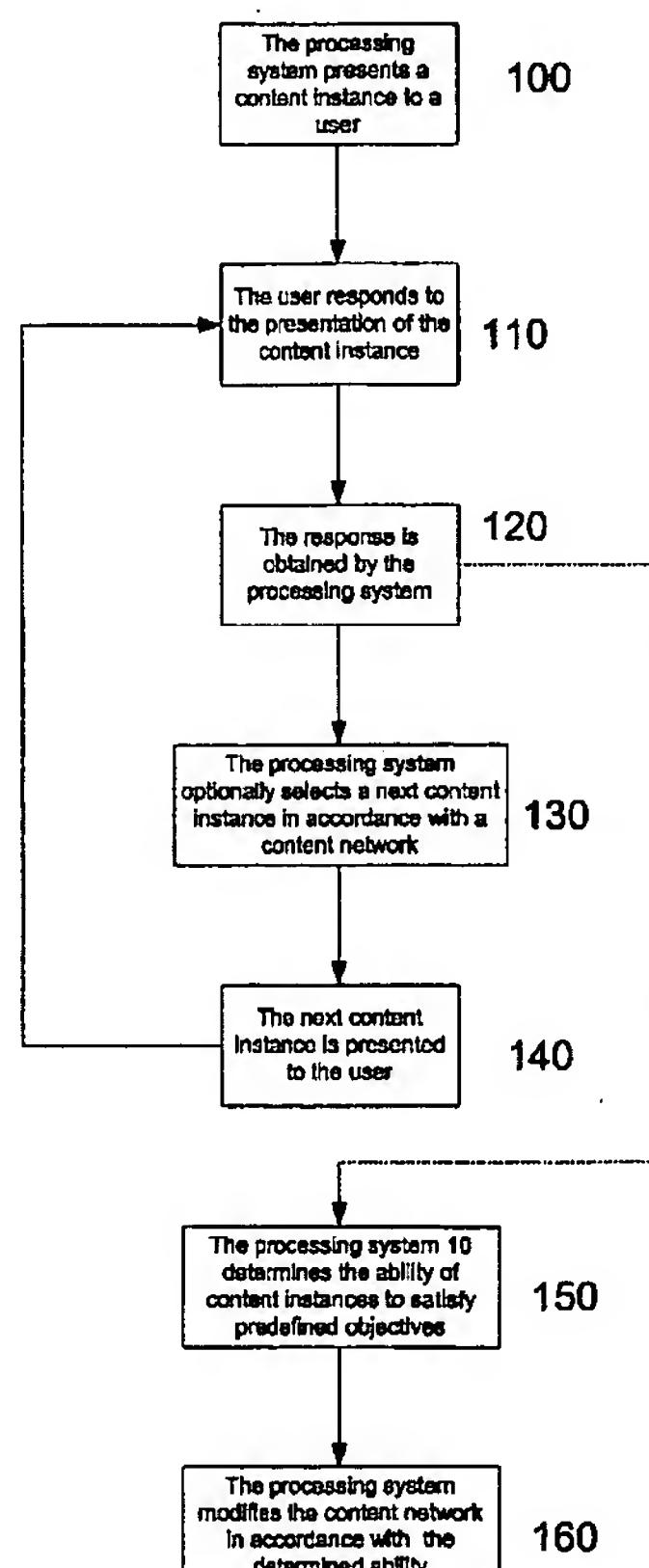
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(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, TZ, UG, ZM,

[Continued on next page]

(54) Title: CONTENT SYSTEM



(57) Abstract: A method of controlling the presentation of content instances using a processing system. The method involves causing the processing system to present one or more content instances to the user in accordance with a content network. The processing system then determines one or more responses provided by the user in response to the presentation of the content instance, before using the responses to evaluate the content in accordance with predetermined criteria. Following the evaluation the processing system modifies the content network to thereby vary the content presented in future.

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ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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Published:

— *with international search report*